



PEDAL TO THE FAIR

HOPKINTON STATE FAIR
SEPTEMBER 2-6, 2004
Hopkinton State Fairgrounds
Contoocook, NH



BICYCLE SAFETY STATION



Bicycle Parking
Bicycle Safety Check



Bicycle Safety Station

- Staff- 2 volunteers
- 52 Safety Checks/Tune-up
- 38 Helmets (sold/fittings)
- 63 Safety inquiries
- Total number of visitors 211

PEDAL TO THE FAIR

Lessons Learned

- More emphasis on shorter family oriented rides
- Closer ties to Fair publicity, such as icon-link to Fair website.
- Earlier start to publicity
- Improve signage specific to Pedal to the Fair.

Suggestions

- Place for cyclists to change and possibly store their bicycling apparel
- Furnish water, refreshment for bicyclists (should be complimentary).
- Secondary, but higher profile locations for Helmet and safety program
- Bike rentals at satellite parking locations

Summary Ridership

- Number of Riders:
 - Overall 51
 - By Day
 - Thursday 20
 - Friday 16
 - Saturday 6
 - Sunday 4
 - Monday 5
 - # of Families: 5

Mileage: max 58, min 2.5, median 11



2004 Participant Commentary

“All Fairs should think as clearly as you.”

“Nice idea, promote with Bike Clubs.”

“It was a bit hard finding the right gate.”

“Wish the station stayed open later.”

“Advertise earlier and often.”

“What a great idea!”

“Water, storage cubbies, signage, improve map.”

“This is a great idea – Safety check is also smart idea.”

“My first time to the fair. I came because the bicycle idea sounded good.”

PEDAL TO THE FAIR(s) – 2005

Return to Hopkinton State Fair

Continue Partnership with BikeBarn (Bicycle Safety Station)(GSBA)

Develop/pursue partnerships with Bicycle Clubs/Organizations.

Identify other venues (Fairs/Events) for this initiative.

Identify Issues at each proposed venue

Identify routes, parking areas (remote and at venue), sign needs

Goals/Outcomes

- Traffic Mitigation
- Physical Activity, Public Health
- Asset Utilization
- Innovative initiative
- Air Quality/Fuel Use
- Improved Bicycle Safety (Helmet use)

Thanks

- Alan Hardy, General Manager, Hopkinton State Fairgrounds
- Greg Lessard, Bike Barn of Manchester
- David Wheeler, Chief-Hopkinton Police Department
- James Colburn, NHDOT
- Marty Basch, Outdoor Adventures
- Joelle Farrell, Concord Monitor
- Mark Hayward, Manchester Union Leader
- David Topham, Granite State Bicycling Alliance
- Jeff Miller, Bicycle Coalition of Maine

Contact Information

Any questions, comments and suggestions, please contact:

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